

# *A case study in Niche Digital Marketing...*

SHEARER CANDLES 2009

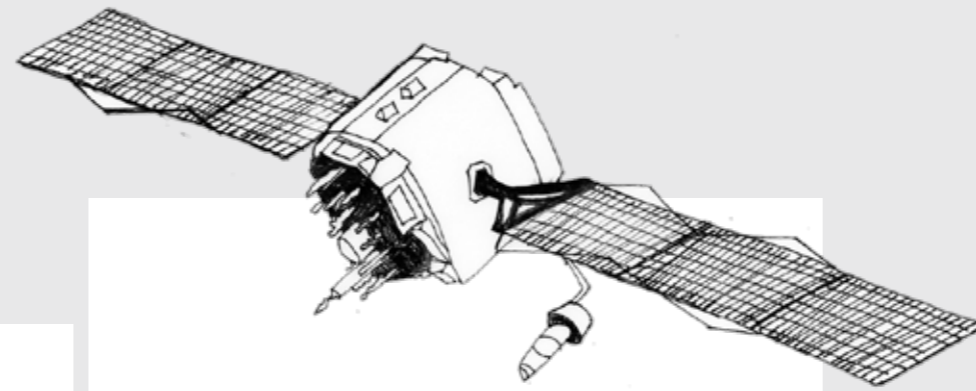
# *The background...*

In 1897 Shearer Candles was founded by a Mr. Shearer and a Mr. Harvey, who built a candle factory on the outskirts of Glasgow City. Shearer and Harvey had previously worked as chandlers in the Candleriggs district of Glasgow, the centre of candle making in the city. The last of the Shearers retired in the 1970s and the present owners, the Barnet Family, became involved in 1972 and are now in the second generation of management. Our chairman, Ian Barnet, began making candles in 1972

Today Shearers produces a wide range of candles for every occasion with major supply deals with ASDA and Waitrose. However with these big supermarkets endless search for greater margins and the rising cost of raw materials Shearers, like every manufacturer in the UK, is finding it more and more difficult to generate a decent margin.

By selling to the consumer direct Shearers will increase their margins and decrease their reliance on the big supermarket contracts.





# The objective?

*To generate £100,000 worth of sales online in 12 months with no more than a £35,000 investment over the same period.*

## The response...

First thing we need to do is identify who our target audience is. The client is aware that the person that comes into their Govan store is female between 30 and 60 and these ladies are the core consumer of the product.

However looking a little further into the online proposition, and considering what the most cost effective method to generate the set sales target is – Nation1 established the online target audience should be men between the ages of 24 and 50.

## Who is the niche audience?

We further backed this up by looking into TGI, Nelson and Comscore data and market analysis. We were able to establish this niche audience is looking for easy ways to solve a recurring problem – what to buy as gift for the lady (sister, mother, wife, grandmother) in their life.

These guys enjoy watching sport and socializing with mates (when they get the chance), they are probably in office based middle management jobs and live for the weekend. They hate Christmas shopping and almost always forget anniversaries and other occasions. They are used to buying things online and probably are a member of a social networking site (or professional site if they are older).

## So what do we do first?

We now know who we are speaking to, so its important to adopt the appropriate tone of voice (and by this we also mean creative approach) and both must work hand in hand.

Lets be honest, we are selling candles, these guys don't care about the scent, size, look or history – but the end recipient of the gift will – so its essential that we remind them of that when they visit the site.

The design has to appeal to the average man, so no lilacs, flowers or Laura Ashley designs – dark, moody colours and masculine font types.

## What should the site say?

The tone of voice should be direct, no nonsense and sell products by occasion or categorize them by who they are for:

- Sister, mothers, grandmother, girlfriend, fiancé, wife
- Easter, Mothers Day, Halloween, Garden/ BBQ, Wedding, Valentines, Christmas
- Price range £5, £10, £15, £20, £35, £50
- Gift wrapped (message/card)
- Date reminder for next year (collecting email addresses)



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OUR CANDLES

- Scented Candles
- Highland Collection
- Soy Wax Candles
- Celtic Collection
- Spa Candles
- Dining Candles
- Church Candles
- Statement Pieces
- Candle Accessories
- Christmas Gifting
- Garden
- Basics
- Colour
- Offer of the Month
- Choosing a Scent

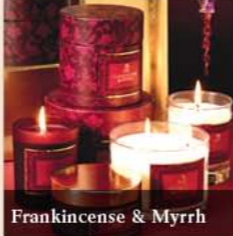

LOGIN / REGISTER YOUR BAG £29.50

### WELCOME TO SHEARER CANDLES

Shearer Candles are manufactured in a wide variety of shapes and sizes so you can be sure that we have something appropriate for the needs of every venue, retail outlet and individual customer. We also sell candle accessories that are practical and beautiful, enhance candle settings and provide unique decoration.



#### STAFF FAVOURITES

 <p><b>Frankincense &amp; Myrrh</b></p>	 <p><b>Ae Fond Kiss</b></p>	 <p><b>Orange &amp; Cinnamon</b></p> <p>Sweet orange mixed with a hint of cinnamon, a must-have for those who love the taste of orange.</p>	 <p><b>Amber &amp; Rose Fondant</b></p>
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#### THE PERFECT GIFT



**Domestic Goddess luxury box set**

#### CANDLE IDEAS...



**Tips on how to use candles in your home...**

#### MEET OUR PEOPLE

**Donna Canning Sales Manager**

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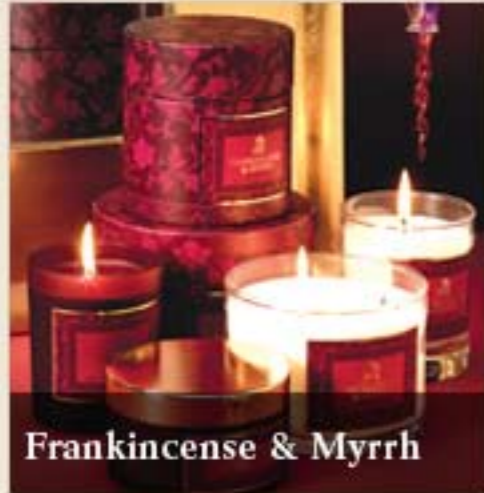


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Company registration number: 241443

### STAFF FAVOURITES



Frankincense & Myrrh



Ae Fond Kiss



Orange & Cinnamon

Sweet orange mixed with a hint of cinnamon, a must-have for those who love the taste of orange.



Amber & Rose

**FREE**  
GIFT WRAPPING  
AVAILABLE ON ALL ORDERS  
**OVER £35**

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APPLY NOW  
FOR TRADE  
**DISCOUNT**

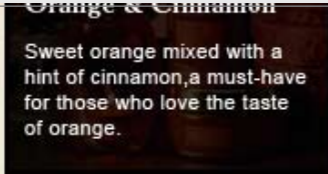


Fra

THE



Ae Fond Kiss



Orange & Cinnamon

Sweet orange mixed with a hint of cinnamon, a must-have for those who love the taste of orange.



Amber & Rose Fondant



LOGIN / REGISTER YOUR BAG £29.50

### CANDLE IDEAS...



Tips on how to use candles in your home...

### MEET OUR PEOPLE

**Donna Canning**  
Sales Manager

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### CANDLES

and sizes so you can be sure that tail outlet and individual customer. enhance candle settings and



# What is CMS and E-com?

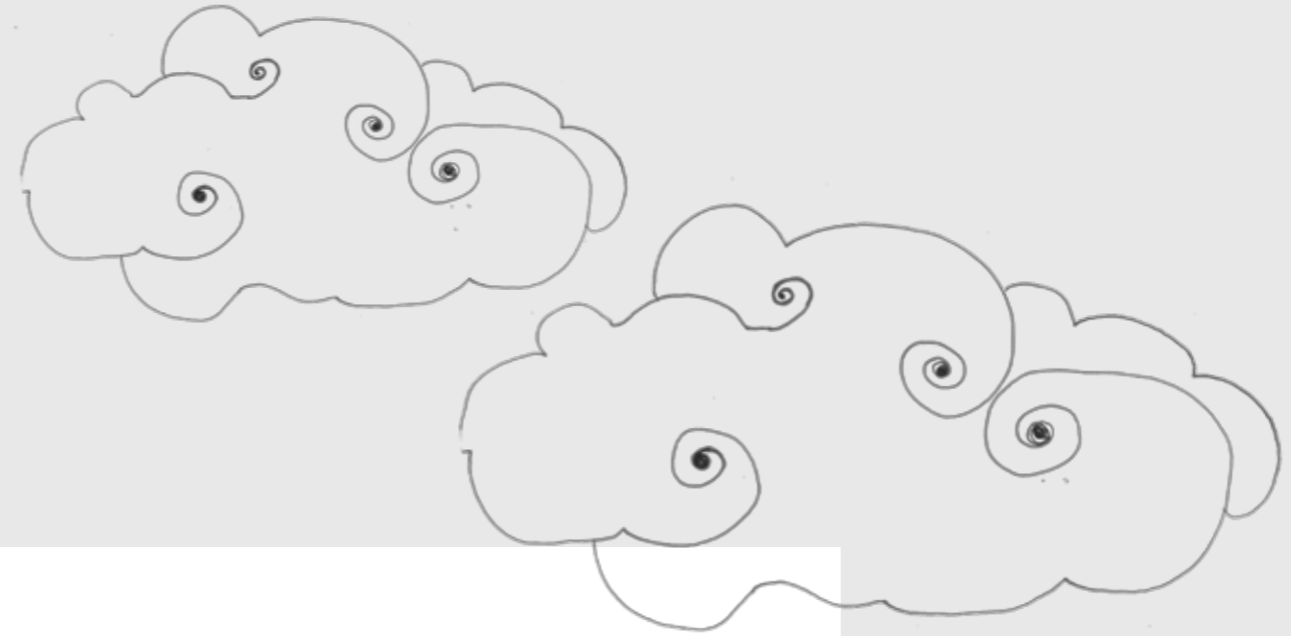
CMS is a content management system, this means once the site is built whoever manages the site can upload text and pictures, and depending on the system add extra pages and event change design and colour without the involvement of a developer.

NOTE: in our experience the more stuff the client can change, the more stuff there is that can go wrong – and before too long the beautiful site we handed over can look like a dogs breakfast. So power and control aren't always the best option.

E-com is e-commerce, this is the term we use for a website the sells stuff.

NOTE: clients often underestimate what's involved in e-com. All we have to do is build the site (however depending on how your stock is managed, fulfilled and how this data is fed into the site can turn a simple task into a mammoth task.) Also the client often underestimates the work involved for them to upload decent stock images (as poor photography can ruin a good site and jeopardize the sale), upload comments about each product, set prices, manage orders, set up the online payment system and integrate it with your bank and then establish who is sending the orders out and dealing with customer complaints/enquiries.

You'll be happy to know that Nation1 can help with all of the above as part of our end to end service, however it will add increase the fee we have to charge.

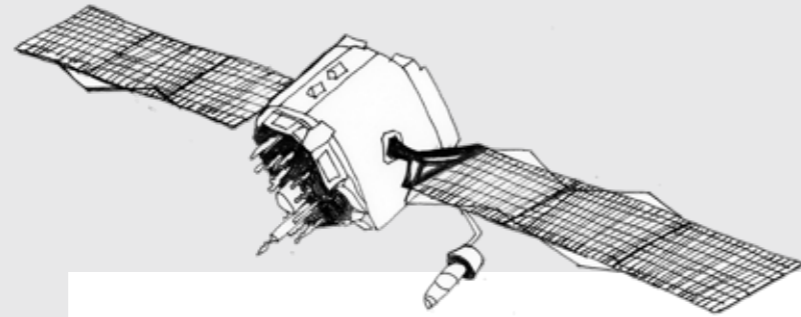


## Own the niche...

We now have our website up. Images are uploaded with product description and prices. This information is linked to the stock management system and a third party fulfillment company is handing orders, payment, tracking and customer enquiries.

Its now time to own the niche. To become No.1 in candle land and the first destination any guy goes to when he is stuck for a gift for the lady in his life.





# Microsites...

A microsite is a wee website, its not all singing and dancing – its only a few pages and compared to the main site pretty low cost to create.

Lets design and build a microsite for each key occasion: Easter, Mothers Day, Halloween, Garden/BBQ etc. These sites then link to the main sites e-com facility allowing users to buy from the main site via the microsite.

This means we can optimise the microsites for very, very specific key search terms and increase our catchment of the target audience.

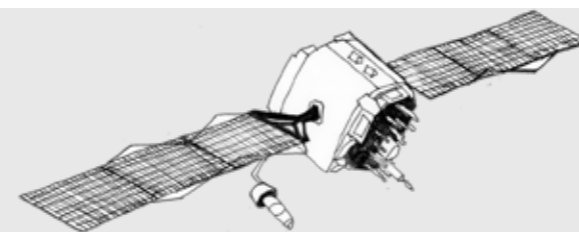


## Search engine optomisation (SEO)?

Google is really the only search engine you need to worry about. Doesn't matter what people say, these guys are so far ahead – there's no point wasting budget on other stuff until they catch up with Google's massive market share.

So what is is: SEO is the technical term we use to describe the function of getting you to the top f Google for your chosen search term.

Often people will ask us to get them top for Candles – however someone else may already be top and will have been top for ages. So to topple them would cost a fortune and take forever. So we look for lower hanging fruit. We use software to search key terms that are relevant to you. We may find that 90,000 searches for Candles are made every day and it would take you 6 months to get on page 1, however 5,000 people may search for Mothers Day candle and we can get you top in just a few weeks.



## What is pay per click (PPC)?

It's about paying to be found on search engines when someone uses a keyword or term related to your business or industry. You only pay when someone clicks the advert (blue text)

## What is Affiliate Marketing?

It's about getting other people to promote your business and only paying them once they generate a sale. There are websites and companies that only exist to do this – just think when you search for 42" Samsung you often get a website that lists a whole bunch of different shops that sell this produce, cheapest at the top.

# *SEO for Shearers, a niche strategy...*

Why should we do it? When you go to Google and do a search for your company name are you listed first?

When you go to Google and do a search for an industry category, in this case "Scented Candles" are you listed first?

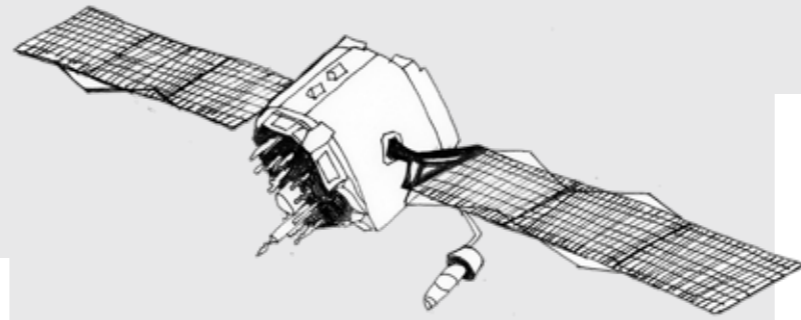
Being listed on the first page of Google for terms related to your business and industry can put your business in front of thousands sometimes millions of people on a daily basis, if your company isn't listed when people search they go to your competitors.

Do you get more people visiting your website when they've search for your business name than you do for generic industry term? If the answer is yes then you're missing out, your competitor is getting a lot more business from search engines than you are.



EST. 1897  
SHEARER  
CANDLES





# What are the key factors of SEO?

## On site SEO:

Making sure your website has been built to satisfy the needs of search engines and users alike. It's slightly more than adding meta tags (the tile info in the blue box at the top of the website). For instance having your website on a shared webserver can damage your Google ranking.

The speed at which your website loads has a determining effect on your Google ranking, Nation1's SEO Audit covers over 60 basic checks to make sure websites are SEO friendly.

## Off site SEO:

This is simple, how many other websites do you know of link to your website?

Does your website link to other websites? i.e. Google News the BBC

Off site SEO is the art of getting other websites to link to your site.

Simply paying \$10 for 2000 directory listings won't help you in your quest to get above the competition; in most cases this would actually damage your chances.

What you need are good quality links for related websites in your industry, for example Shearer's Candles would look for links on websites related to home decor, interior design, gifts, BBQ's etc.

## A bit more on PPC:

Pay per click advertising relates to Google's advertising system Adwords. You simply pick a keyword you would like to be listed for say "Scented Candles" and then say how much you're willing to pay when someone clicks on that link.

In theory this is a simple tool, getting it to work for you profitability can be difficult and there are more than a handful of people that have lost a lot of money in the process.

## Here's an easy way to work out if it will work for you...

If you have a product that sells for £100 with a 50% profit margin. You could then say that any sales that cost less than £50 are worth while.

If your website converts at 1% then you would require 100 visitors to make a sale. You could set your bid cost per click at 50p and you should by all means break even.

The key to PPC is finding the clicks for less than 50p that will convert into a sale. And you've guessed it, Nation1 has a system for establishing the best key terms.

PPC can also be used for trialing new products and ideas by simply building a landing page (a simple one page website) and testing the product or idea in a controlled environment.



# What is Affiliate Marketing?

Affiliate marketing is a way of using other people and their websites to help promote your business.

The challenge is finding good affiliates that will want to work with you.

There are affiliate networks set up already in place that can give your affiliate marketing campaign a boost by putting your business in front on already active affiliates.

## Facebook...

A virtual candle – you can send someone a virtual candle via facebook, which they can then use as a coupon to redeem 20% off the price of a real candle bought online via the facebook link.

This gives the brand great visibility online and is an ultra low way of generating orders (and a great way for the guy to buy a gift without paying for it)

What scent are you – an online game that tells you the ideal scent to buy your woman based on basic information about her (age, interests, favorite style, colour etc). You could even do a mirror site that asks the lady in your life to answer the questions, so you buy the right thing – now that's thoughtful.

## YouTube...

The best way to position Shearers as the No1. place to buy candles is to own every media, and Youtube is no different. Let's upload some footage of the manufacturing process and get real customers to post comments. We can also link this into the main site.

## Blogs...

Two pronged approach:

Set up a shearers blog – updated by Nation1 and the client. This blog will cover everything from factory information, the manufacture process, latest products, vote for your favorite scent, competitions and news.

Nation1 will post comments on 'blogs guys read' promoting the new Shearers website as the best place to go to buy gifts for the lady in your life

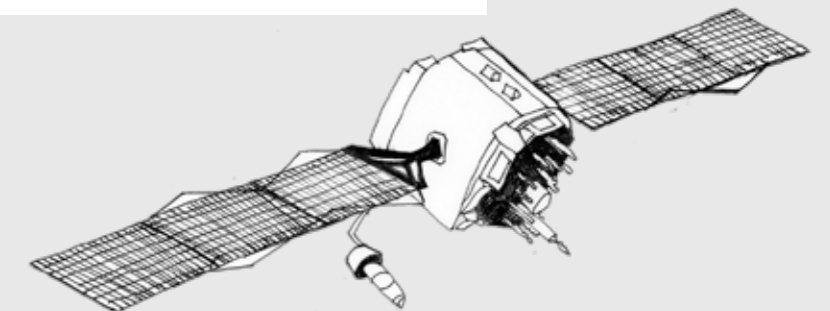
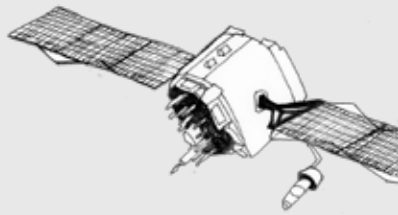
## Display adverts...

It is now widely agreed that display is not as effective as search in delivering sales, however with good creative and carefully placed – display can play an important role in building brand awareness, loyalty and trial and many media owners are offering payment on results.

Lets consider a St Valentines' day campaign – carefully placed display adverts that lead back to the St Valentines' microsite.

Websites we should consider:

- Zoo.uk
- Nuts.co.uk
- Maximonline.co.uk
- FHM.com
- GQ.co.uk
- Askmen.com
- Mensfitness.co.uk
- Chelseafc.co.uk
- ManchesterUnited.com
- Rockradio.com





The UK's finest girls, games, fashi... +

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## WHAT SCENT IS SHE?



**Orange & Cinnamon**



**Victorian Plum**



**Vanilla & Coconut**

**MAKE SURE YOU'RE GUARANTEED TO GET LUCKY  
THIS VALENTINES WITH SHEARER CANDLES**



[Assassin's Creed II](#) [Scarlett Johansson!](#) [New issue!](#) [FHM Promotion](#) [The 10 best British TV shows of 2009](#) [TV Reviews 20 hours ago](#)

# Email...

Email is the sales multiplier and No1. most effective online tool to generate sales. However it's not that simple. Most people use Outlook or a web based service and these guys exist to stop spam and unwanted email. Each package has a different system for establishing what spam is – too many words, too many images, certain 'restricted' words or phrases, no heading, multiple recipients etc.

The database should be segmented (and this can be done through capturing information from people who purchase and visit the site)

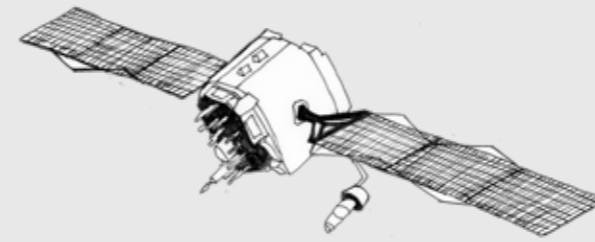
What did they buy

- When
- For who
- How much

That way we can email all the guys that buy Valentines gifts for £5 with our BBQ summer £5 deal and so on.

Meaning email is targeted and relevant and of value to the recipient.

Also the date reminder that automatically send them an email a week before the occasion reminding them it's 'Sally's' birthday.



## Analytics...

The unforgotten tool.

Who is visiting your site and for how long. Is every one who comes on to buy leaving with an order, where do they drop off, is it all the same place/time?

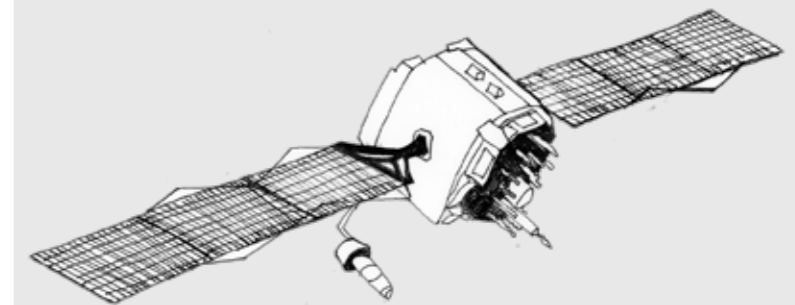
By knowing this information and monitoring it you can make small changes and monitor what they difference these make.

Another top tip is to take your lap top out to the public and ask them to use your site and watch them – sometimes what you think is a pretty obvious call to action can actually put them off altogether. This is called managing the user experience and if your site is taking £250,000 a day then its worth being scientific about it (and we can offer that, right down to one way mirrors, heat tracking, eye ball monitoring and focus groups)

Email delivery, who received, who opened, who clicked to site, who bought. Soft bounce (server rejects it, but email exists) or hard bounce (email no longer exists)

At Nation1 we deliver detailed reports on every email campaign, meaning every time the next campaign is better (and given we do this across multiple clients – we gain insights from all of them and share these across all clients).

We also report on the visitor behavior/experience on the website (hourly, daily, weekly, monthly) depending on the requirements of the client.



# What next?

The next steps would be to draw up a schedule that covers the web build (including microsites) and the marketing activity (week by week/media by media). A budget for production, design, management and media buying will also be required.

We look at the margin on the product range and the conversion rate of the current website. Based on that information we have a starting point.

Within 3 months of our new site being up SEO will have kicked in. However we will have employed PPC and Affiliate to immediately to drive sales and establish conversion rates.

Once we know how many visitors on average we need to deliver a sale and the average basket total – we now know how many visitors we need to deliver £100,000.

From this we can look at the most effective mix of the aforementioned ideas. However SEO, PPC and Affiliates will make up the lions share to start with, with display and social media (blogs, facebook) delivering higher margin sales in the medium to long term.



## And finally...

Measure, measure, measure. As If you know what's going on, you can make things better.

As a rule your website should make up between 20% and 40% of your annual turnover (if you own shops and/or sell through retailers etc) or generate 25% of sales leads (if you are a service business)

What's that worth?

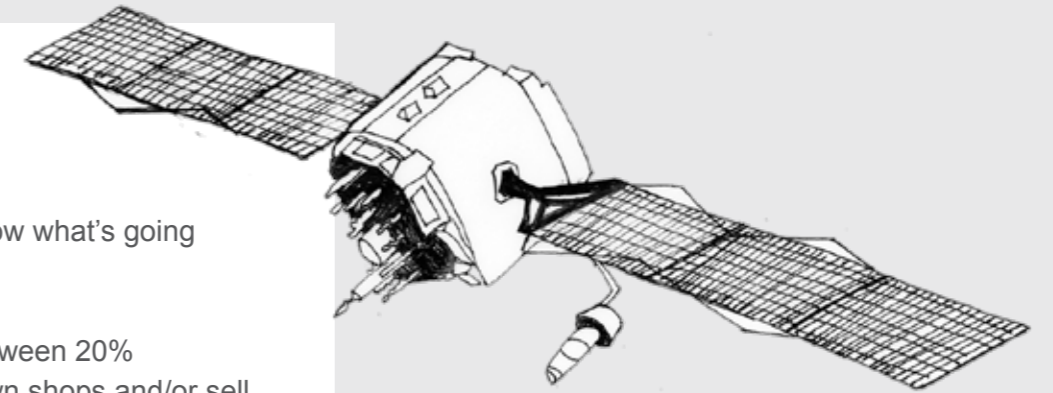
What you would spend on rent, rates, staff, insurance, heat, light and the hassle of HR etc to generate sales from a shop. If a website was going to deliver the same level of sales, why wouldn't you invest the same amount of money and time into that?

What would you pay a full time new business sales person including overheads?

Too often company's look at websites as something the spend £15k on or worse still they get their neighbours son to do it.

This wont work. Trust the professionals to do a professional job and deliver a return on your investment.

*Keep on growing with Nation1.*



# *Nation1...*

Nation1 specialises in helping our customers target niche audiences online. Using all the latest digital stuff wrapped in cutting edge creativity our approach allows clients to trial new ideas at a low cost with a focused end game and measurable objective.

*To find out more email  
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